



4th Annual Utah Tourism Conference **May 16-18, 2007** **College of Eastern Utah in Price, Utah**

Presented by:
Utah Tourism Industry Coalition and the Utah Office of Tourism

A G E N D A

All events take place at the College of Eastern Utah, unless noted

Wednesday, May 16

- | | |
|-------------------|--|
| 9:00am – 1:00pm | Pre-conference tours organized by Castle Country Travel Region, Carbon County Travel Bureau |
| 10:30am – 12:00pm | Scenic Byway Meeting – Reeves Building, Room 113 |
| 11:00am – 1:00pm | UHLA Board of Directors Meeting – Reeves Building, Room 187 |
| 12:00 – 6:00 pm | Registration opens – Leavitt Student Center Lobby |
| 1:00 – 5:00pm | Exhibitor move-in |
| 1:00 – 2:30pm | Working Session: CVBs, County Travel Councils and UOT - Moderator: Mike McCandless – Reeves Building, Room 186 |
| 2:30 – 4:00pm | UTIC membership Annual Meeting – Leavitt Student Center, Alumni Room |
| 4:00 – 6:00pm | UOT Board Meeting – Leavitt Student Center, Alumni Room |
| 6:30 – 8:30pm | Opening Reception at Holiday Inn Price - 838 Westwood Blvd, sponsored by Carbon County Travel Bureau, Castle Country Travel Region, Castle Creek Winery, and Holiday Inn Price |

Thursday, May 17

- | | |
|----------------|---|
| 7:30 am | Registration – Leavitt Student Center Lobby |
| 7:30 – 8:30 am | Continental Breakfast – Leavitt Student Center, Multipurpose Room
Sponsored by The Weather Channel and weather.com |
| 8:30 – 9:00 am | Welcome – Leavitt Student Center, Multipurpose Room |
| 9:00 – 10:00am | Opening General Session – Utah's Advertising - Measuring the Return on Investment
Leavitt Student Center, Multipurpose Room
Denise Miller, Strategic Marketing & Research

<i>During 2006, the Utah Office of Tourism launched its first summer and winter advertising campaigns utilizing the new brand - Life Elevated. This presentation will review the findings from the return on investment research conducted on both campaigns. The research provides insight into how the advertising performed, reactions to the brand and the return on investment for the initial marketing efforts.</i> |

- 10:00 – 10:30am Break – Leavitt Student Center, Multipurpose Room
Sponsored by Struck Creative
- 10:30 – 11:45am Concurrent Workshops:
1. Current Trends in Interactive Marketing – Reeves Building, Room 186
Thomas Cooke, Struck Creative
Steve Driggs, Struck Creative
Mike Kern, Struck Creative
Building a brand experience in the travel and tourism industry and why it's important - the importance of integration across the reaches of a campaign and the role that interactive plays. Current interactive technologies and emerging trends for websites, microsites, multimedia assets and banner campaigns will be discussed.
 2. Agritourism: Its Potential Role in the Economic Sectors of Family Scale Production Agriculture and Tourism in Utah – Reeves Building, Room 113
Bill Bryan, Rural Landscape Institute
Defining the role of Agritourism: What it could and should be and the obstacles in getting there.
 3. The Importance of Tourism Research and Implications on Public Policy
Leavitt Student Center, Alumni Room
Steve Burr, Utah State University
Emmett Steed, Southern Utah University
David Williams, Utah Office of Tourism
State Senator Scott Jenkins
State Representative Brad King
A panel discussion involving legislators and researchers will provide insight on the integral role research can play in shaping the opinions and support of policy makers. Performance-based funding and the importance of reporting to the legislature will be discussed. Additionally, tourism research regarding visitors to Utah's national parks and Grand Staircase - Escalante National Monument will also be provided. Attendees will have the opportunity to ask the experts – both researchers and legislators – how to effectively use and present research to influence public policy, including funding.
- 11:45 am – 1:00pm Lunch and Legislative Update – Leavitt Student Center, Multipurpose Room
Des Barker, Des Barker Associates
Mike Mower, Utah Governor's Office, Legislative & Constituent Affairs
Perspective of past legislative sessions relative to travel and tourism industry issues with an eye to the 2008 Legislative Session.
Lunch - Sponsored by Zions Bank
- 1:00 – 1:45 pm General Session - Destination Marketing & Sports Tourism
Leavitt Student Center, Multipurpose Room
Tom Kiely, XTERRA/TEAM Unlimited
Sports events and television are the confluence of economic impact and marketing impact.
Sponsored by the Utah Sports Commission
- 2:00 – 3:30:pm Concurrent Workshops:
1. Current Trends in Interactive Design – Reeves Building, Room 186
Thomas Cooke, Struck Creative
Steve Driggs, Struck Creative
Mike Kern, Struck Creative

Building a brand experience in the travel and tourism industry and the importance of integration across a campaign and the role that interactive media plays. Discussion will focus on current technologies and emerging trends for websites, microsites, multimedia assets and banner campaigns.

2. Making Your Co-Op Marketing Application Efforts More Successful: The Process and the Product – Reeves Building, Room 113

Nan Anderson, Utah Tourism Industry Coalition
 Kelly Day, Utah Office of Tourism
 Hans Fuegi, Utah Office of Tourism Board Member
 Georgianna Knudson, Utah Office of Tourism Board Member
 Donna Law, Idaho Shakespeare Festival
 Steve Lindburg, Utah Office of Tourism Board Member
 Dave Williams, Utah Office of Tourism

*The Utah Office of Tourism administers a \$2.2 million cooperative marketing program. Non-profit and destination marketing organizations who have been in existence for at least one year are eligible to apply for co-op marketing funding. The next deadline for submission of regular co-op applications is June 29, 2007. The workshop will include: Review changes of co-op guidelines, application, and procedures
 Insight from industry representatives.*

3. Promoting Nature and the Natural - Leavitt Student Center, Alumni Room

Steve Burr, Utah State University, Moderator
 Liz Close, Recreation, Wilderness, and Heritage, USDA Forest Service
 Bob Ratcliffe, Bureau of Land Management
 Dean Reeder, National Park Service, Office of Tourism
 Mary Tullius, Utah Division of Parks and Recreation

This workshop will engage the tourism industry's federal and state land management agency partners in Utah. Panel presenters will address 1) how their agencies promote their "product" to tourists, local Destination Marketing Organizations (DMOs), and the tourism industry; 2) what types of visitor support services they offer (e.g., Visitor Centers, information dissemination, facilities/development, etc.); 3) staffing challenges their agencies face and perspectives on what local DMOs and the tourism industry do to assist them with public/private sector support (e.g., volunteers); 5) what type of partnerships they are involved in with respect to reservation systems; and 6) ideas/suggestions for developing more practical approaches to enhance the interaction between the land management agencies, local DMOs, and the private sector tourism industry with respect to enhanced frameworks for better communication and cooperation.

3:30 – 4:00pm

Break – Leavitt Student Center, Multipurpose Room
 Sponsored by Utah Valley Convention and Visitors Bureau

4:00 – 5:30pm

Concurrent Workshops

1. Best Practices for DMO's – Reeves Building, Room 113

Scott Beck, Salt Lake Convention and Visitors Bureau
 Marian DeLay, Moab Area Travel Council
 Bill Malone, Park City Chamber Bureau
 Barbara Riddle, Davis Area Convention and Visitors Bureau
 Shelleice Stokes, Moderator

Learn from over 50 years of collective knowledge and skills of what our Statewide Convention and Visitor Bureau's leaders will share about the current and future challenges and opportunities to grow the meeting and visitor industry markets in our state.

2. Understanding the Power of Web 2.0: How the Social Internet is Shaping Your Brand... Blogs, Wikis, Tripadvisor, YouTube and More – Reeves Building, Room 186

Trent Blizzard, Blizzard Internet Marketing

Learn about the “Social Internet,” where guests share their experiences by writing reviews and posting photos to shape public opinion and define a property’s public image. We will focus on real-life examples of using blogs, wikis, travel review sites, video-sharing sites, photo-sharing sites and map mashups to improve your website, increase your search engine results and shape your brand. Participants will learn easy and free strategies to navigate this increasingly powerful online version of “word-of-mouth” advertising. They will also receive a list of free resources to use on their own, along with a set of best practices as a guideline to avoid potential pitfalls.

3. Introducing a New Organization: The Utah Tour Guide Association
Reeves Building, Room 187

Mary Ellen Elggren, Clawson Shields Tours

Debi Brady, UTGA Board Member

Julie Burton-Ray, Western Leisure

Karen Jepson, Family Search™ Center

Cheryl Marzec, Sinbad Tours

Neil Wilkinson, Temple Square Hospitality

Learn why tour guides, site interpreters and hospitality workers are the heart and soul of Utah tourism. Connect with the Utah Tour Guide Association and discover how to “show Utah best.”

5:30 – 6:30 pm DMO Brochure Exchange – Parking Lot H, 300 East 400 North

6:45pm “A Taste of Castle Country” Dine-A-Round, on your own
See restaurant listing page at the end of this agenda

Friday, May 18

7:30 – 9:15am Continental Breakfast and International Marketing Update
Leavitt Student Center, Multipurpose Room

Osamu Hoshino, Fieldstar International, Japan

Albert Jennings & Sebastian Stauder, Get It Across Marketing, Germany

Nigel McShine-Jones, Cellet Travel Services Ltd., U.K.

Here’s your chance to talk about the International Market: Presentation & Breakouts with the UOT International Marketing Contractors.

Breakfast – Sponsored by St. George Area Convention and Visitors Bureau

9:30 – 10:30am General Session – Taking Agritourism to the Next Level
Leavitt Student Center, Multipurpose Room
Bill Bryan, Rural Landscape Institute

A Business strategy that would potentially restore agriculture to the pivotal role in creating a sustainable future for the Rocky Mountain West.

10:30 – 10:45am Break – Leavitt Student Center, Multipurpose Room
Sponsored by Park City Chamber Bureau

10:45 – 11:15am General Session – “With a Measure of Grace” Place-Based Cuisine
Leavitt Student Center, Multipurpose Room
Blake Spalding, Hells Backbone Grill

Highlighting the struggles and successes of Hell’s Backbone Grill a women-owned, Buddhist-based restaurant in becoming a community anchor in the small Mormon town of Boulder, Utah.

- 11:15 – 11:45am General Session – All About Google: Staying Ahead of the Curve with Google
Leavitt Student Center, Multipurpose Room
Trent Blizzard, Blizzard Internet Marketing
Google as a marketing medium is constantly evolving. This session spotlights new and promising trends in Google and gives attendees simple and forward looking strategies for future Google successes.
- 11:45 am – 2:00pm Closing Luncheon – Leavitt Student Center, Multipurpose Room
Governor Jon Huntsman, Jr.
- Utah Office of Tourism Update: The Year Ahead and What's Coming Up Next
Leigh von der Esch, Managing Director
A lot of initiatives were undertaken by the Utah Office of Tourism in 2006-2007. Hear a recap of the year in review as well as upcoming initiatives for 2007-2008 opportunities for the tourism industry to partner with the Utah Office of Tourism.
- Tourism Advertising/Marketing Awards and Hall of Fame Awards
Lunch – Sponsored by Salt Lake City Department of Airports, Ski Utah, and Salt Lake Convention and Visitors Bureau